



MEMORANDUM

To: Planning Commission

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Date: November 2, 2022

Subject: **Redmond 2050: Overlake Regulations Introduction - International District Options & Discussion Items**

PURPOSE

The purpose of this study session is to discuss options for implementing the Overlake International District. Staff will also review proposed structure of the new development standards table and provide an update on the remaining Overlake code updates in this memo.

INTERNATIONAL DISTRICT BACKGROUND

Redmond 2050 Visioning

Redmond is a racially, ethnically, and culturally diverse community.¹ Through community engagement done for Redmond 2050, Redmond community members have expressed a need for better representation of diverse communities in Redmond; preservation of Black, Indigenous, and People of Color (BIPOC) businesses; additional opportunities for new BIPOC business starts, with specific interest in small food-based businesses for immigrants; a place

¹ In the 2020 census, Redmond's population identified as 36.8% Asian, 7.6% Hispanic/Latino, 5.4% Two or more races, 1.7% Black/African American, 0.7% Native American/Alaskan, and 0.2% Native Hawaiian/Pacific Islander. According to the 2020 American Community Survey, 40.6% of the population in Redmond was foreign born and 45% of residents spoke a language other than English at home.

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for art and cultural venues and representation; and concern about business displacement in Overlake Village.

Redmond community members have expressed a desire for places in the city to better support different cultures and communities.

- At Redmond Youth Partnership Advisory Committee (RYPAC) meetings, participants expressed that often communities of color feel invisible in Redmond, and that they would like to see them better represented, including better access to culturally relevant stores.
- At the Holi festival and Asian and Pacific Islander festival in 2022, attendees ranked “Cultural Spaces and Events” in the top five of priorities for the City, and at the Cinco de Mayo festival it ranked first.
- BIPOC & Small Business focus groups and interviewees stated that one of the unique characteristics of the Overlake neighborhood is the variety of cuisines from all over the globe. Across the region, in neighborhoods like Bellevue’s Crossroads and Seattle’s Rainier Valley, local governments have partnered with neighborhoods to develop and sustain international character and make these places destinations for visitors from outside the area. Redmond community members mentioned amenities like the Uwajimaya food court and the Global Food Hall in Tukwila.
- Community members also expressed that for Redmond’s different cultural and language communities, people with disabilities, and young people, it is important to sustain a culture that is welcoming and supportive of all people. Redmond residents want to be able to walk in their neighborhoods or visit communal spaces and feel safe, welcome, and supported. Some feel this may be a challenge as Redmond grows.

International District Policies

The International District concept in Overlake Village would honor and celebrate the rich cultural diversity in the area. The draft Centers update established the following policies that are related to the establishment of an International District:

A. Common Centers Policies - Character and Design

Thousands live or work in the centers so it is especially important that they be great places to spend time. Urban character and design attributes are critical to creating great places and universal design considerations are critical to designing an inclusive community.

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|------|--|
| UC-8 | Develop design standards that ensure a distinct character for each center and accommodate a variety of urban building types and forms (block/site/neighborhood). |
| | <ul style="list-style-type: none">• Overlake shall emphasize contemporary urban design form and features while also drawing on the rich multi-cultural composition of our community. |

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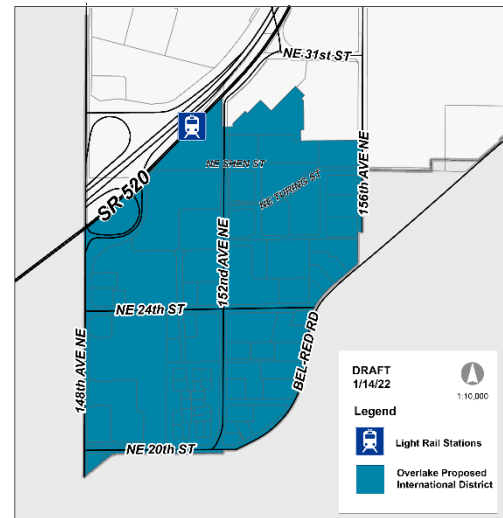
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B. Overlay Policies - Character and Design

Overlake Village has its own unique character within the Overlake Neighborhood. This character reflects not only nearby high-tech businesses, but also the many international businesses that have located here. The policy below is designed to ensure that new developments in Overlake Village reflect the vision of the area as an urban, mixed-use neighborhood that provides a comfortable pedestrian and residential environment and yet is unique to the area.

OV-12 Establish an image unique related to the concentration of diverse ethnic businesses throughout the Overlake International District area (see map OV-2).

- Developments honor and acknowledge the rich multicultural community in Overlake and display this identity through site design, buildings design, and streetscape improvements.
- Locally relevant cultural references are integrated through thoughtful consideration in the selection of building materials and details, artwork, signage, and open space and recreation design.



MAP OV-2. Overlake International District

This neighborhood is also home to a number of international businesses, such as the well-loved Mayuri bakery. The neighborhood will also hold one of Redmond's new Light Rail stations, creating new methods of travel to and from the neighborhood.

Redmond is the home to many cultures and nationalities; this district would be inclusive of all of them, reflecting the inclusivity Redmond strives to foster.

IMPLEMENTATION OPTIONS

There are several ways that this plan could be carried out to create a useful and culturally relevant International District. Some of the essential neighborhood characteristics, such as ensuring adequate affordable housing, are already included in other updates to the Redmond zoning code, and therefore do not need to be exclusive to the International District.

Development and Design Standards

Zoning codes can dictate certain designs and uses throughout the International District to create a cohesive space.

- Designating specific color palettes (to be studied, may not be relevant with multiple cultures represented)
- Reviewing sign codes to allow for larger signs including multiple languages, colors, and culturally relevant forms
- Wayfinding signage written in multiple languages
- Public art provisions
- Addressing ways to incorporate culturally relevant architectural elements with the Overlake contemporary design aesthetic
- Ensuring that the updated use table reflects the uses requested by the community



Development Incentives

Development incentives can be used to ensure that the combination of modern contemporary design and international motifs are used throughout new buildings in the area. Incentives could include things such as:

- Incentive points for certain types of business on the ground floor of mixed-use buildings
- Incentives for providing a business location for a contributing business facing displacement pressure
- Incentive points for creation of culturally relevant public spaces (such as outdoor chessboards, parks for Tai Chi, etc.) and public art



Next Steps

Staff will continue to draft code language for the implementation of the International District, consulting members, the Design Review Board, and the Arts & Culture Commission. We will test different ideas over the next few months, with the goal of presenting a proposal to the Planning Commission in early 2023. Some of the plans for further establish and maintain the district over time include the community outreach and partnerships described below.

Community Outreach | As stakeholders are identified, staff will also be conducting an inventory and assessment of the area to better understand the current international businesses and populations and their needs to ensure that these are considered in plans for the Overlake International District.

Partnerships | The City will not be able to create and maintain a successful International District alone and will need to work with stakeholders throughout the process of creating and

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maintaining this neighborhood to ensure its success. While a full stakeholder list will be created in the future, some important partnerships will include:

- Reaching out to cultural advocacy groups across the Eastside, including the Seattle Chinatown-International District Business Improvement Area non-profit group
- Partnering with Arts and Culture Commission for feedback and ideas on how to bring cultural elements into the space
- Continued work with focus groups, such as the BIPOC business owners group, that have been formed during the Redmond 2050 project, and targeted outreach to Redmond's diverse population

NEW DEVELOPMENT STANDARDS TABLE

Attachment A to this memo includes a draft table showing how the standards for each district will be combined and shown in one table. Staff would like to discuss with the Planning Commission the following:

- Allow 100% impervious in OV (other standards will apply, so 100% will rarely if ever be 100%)?
- How would the following advance the vision for Overlake:
 - Minimum residential in mixed-use settings?
 - Minimum building height to ensure minimum achieved densities?
- Front yard setbacks and build-to lines will be determined by street-type. Consider removing side and rear yard setbacks and using screening instead?

OTHER OVERLAKE CODE UPDATES

Staff is working diligently to wrap-up the remaining Overlake code updates and providing additional details where needed.

- The Development Standards table will be completed once the draft Preferred Alternative has been finalized and zoning changes have been identified as needed to accommodate the growth allocated to Overlake.
- Redmond 2050 and Redmond Zoning Code Rewrite staff are working together on the design standard updates. The first updates will be brought to the Planning Commission before the end of the year.
- Redmond 2050 and the Transportation Planning & Engineering teams are working together to prepare a proposal for the street classification system that will govern the setbacks and build-to lines and potentially a few other dimensional standards.
- The incentive package is progressing, and we will take the preliminary list of options to stakeholder testing in November and December.

ATTACHMENTS

- A. Draft Development Standards Table
- B. Presentation Slides